संख्या- 14/2018/710/41-2018-01 (नीति)/2017

प्रेषक,

अवनीश कुमार अवस्थी,
प्रमुख सचिव,
उ0प्र0 शासन।

सेवा में,

महानिदेशक,
पर्यटन, उ0प्र0,
लखनऊ।

पर्यटन अनुभाग **लखनऊ दिनांक, 16 फरवरी, 2018**

विषयः- उत्तर प्रदेश पर्यटन नीति-2018 का प्रख्यापन ।

महोदय

उपर्युक्त विषय के सम्बन्ध में मुझे यह कहने का निदेश हुआ है कि उत्तर प्रदेश पर्यटन विभाग द्वारा वर्ष-2016 में प्रदेश के पर्यटन के बहुमुखी विकास के उद्देश्य से पर्यटन नीति प्रख्यापित की गयी थी। उत्तर प्रदेश में पर्यटन क्षेत्र की विविध सम्भावनाओं तथा बदलते परिदृश्य के दृष्टिगत उत्तर प्रदेश पर्यटन नीति-2016 को अवक्रमित करते हुए उसके स्थान पर संलग्न उत्तर प्रदेश पर्यटन नीति-2018 प्रख्यापित की जाती है।

कृपया संलग्न उत्तर प्रदेश पर्यटन नीति-2018 में किये गये प्रावधानों/लक्ष्यों के अनुसार अग्रतर कार्यवाही सुनिश्चित कराने का कष्ट करें।

संलग्नक-यथोक्त।

भवदीय,

(अवनीश कुमार अवस्थी)
प्रमुख सचिव

संख्या- 14/2018/710/41-2018-01 (नीति)/2017 तद्दिनांक::

प्रतिलिपि निम्नलिखित को सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषितः-

1- प्रमुख सचिव, श्री राज्यपाल, उ0प्र0।
2- मुख्य सचिव, उ0प्र0।
3- प्रमुख सचिव, मा0 मुख्यमंत्री, उ0प्र0।

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4- अध्यक्ष, राजस्व परिष्द, उ0प्र0।
5- अवस्थापना एवं औद्योगिक विकास आयुक्त, उ0प्र0 शासन।
6- कृषि उत्पादन आयुक्त, उ0प्र0 शासन।
7- सचिव, पर्यटन मंत्रालय भारत सरकार, नई दिल्ली।
8- समस्त अपर मुख्य सचिव/प्रमुख सचिव/सचिव, उ0प्र0 शासन।
9- समस्त विभागाध्यक्ष, उ0प्र0 शासन।
10- समस्त मण्डलायुक्त एवं समस्त जिलाधिकारी, उ0प्र0।
11- समस्त उप निदेशक/क्षेत्रीय पर्यटन अधिकारी।
12- प्रबन्ध निदेशक, उ0प्र0 राज्य पर्यटन विकास निगम लि0।
13- वेब अधिकारी, पर्यटन विभाग को इस निर्देश के साथ प्रेषित कि इसे वेब-साइट पर अपलोड करना सुनिश्चित करें।
14- गार्ड फाइल।

<u>संलग्नक-यथोक्त।</u>

आज्ञा से,

(ए0पी0 सिंह)
उप सचिव।

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UTTAR PRADESH TOURISM POLICY 2018

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Uttar Pradesh

UTTAR PRADESH TOURISM

UP NAHI DEKHA
TO
INDIA NAHI DEKHA

Title	Uttar Pradesh Tourism Policy 2018
Client	Department of Tourism, Government of Uttar Pradesh
Knowledge Partner	Ernst & Young LLP EY Building a better working world

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CHAPTER 1 –INTRODUCTION

1. India's travel and tourism sector ranks 7th in the world, in terms of its total contribution to the country's Gross Domestic Product (GDP), generating INR 14.1 Trillion (Approximately USD 208.9 Billion), equivalent to 9.6% of India's GDP in 2016. It is forecasted to rise by 6.7% per annum to INR 28.5 Trillion (Approximately USD 424.5 Billion), 10.0% of GDP in 2027[1].

2. Additionally, the sector created 40.3 Million jobs in 2016, which ranks India 2nd in the world, in terms of total employment generated. The sector accounts for 9.3% of the country's total jobs. Ministry of Tourism, Government of India's Annual Report 2015-16 highlights the multiplier effect of investment in tourism, by stating that an investment of INR 10 Lakh creates 90 jobs in the tourism sector.

3. India's travel and tourism sector was also the fastest growing amongst the G20 countries, growing by 8.5% in 2016, heralding faster upcoming growth in the sector and the country[2].

4. Money spent by foreign travellers in India only represents 12% of the total tourism revenues and totalled INR 1.5 Trillion (Approximately USD 22.8 Billion) in 2016. Statistics from the UN World Tourism Organization (UNWTO) shows that India received only 9 Million international arrivals in 2016, placing it at the 40th place in the world; a tenth of those received by top-ranking France.

5. Uttar Pradesh is the fourth largest state in India, with an approximate area of 2,40,928 Sq. Km. It is also the most populous state in the country, with a population of 199.5 Million (2011). Uttar Pradesh is one of the most favoured state for tourists in India, with a consistent ranking amongst the top states in terms of tourist arrivals.

[1]Travel & Tourism Economic Impact 2017 India', report by World Travel and Tourism Council, WTTC
[2]Travel & Tourism Economic Impact 2017 India', report by World Travel and Tourism Council, WTTC

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6. In 2016, Uttar Pradesh was ranked the 2nd state in terms of the total tourist arrivals, 2nd in terms of the domestic tourist arrivals and 3rd in terms of the foreign tourist arrivals[3]. The tourism industry in Uttar Pradesh has a significant contribution to the state's economic growth. The contribution of tourism to employment generation, both direct and indirect, is of immense importance to the state.

7. The Government of Uttar Pradesh understands the importance of the tourism sector and has already identified tourism as a priority sector. In order to tap the infinite possibilities offered by the sector, strategic and organized initiatives are needed to make the state a major tourist attraction. A tourism policy lays down a strategy to implement the vision of the Department of Tourism, Government of Uttar Pradesh, for a targeted growth of the sector. The state government envisions a new tourism policy, with a sharp focus on establishing Brand Uttar Pradesh as the most preferred tourist destination not only in the country, but also on the global map.

8. This policy will help Uttar Pradesh in creating a sustainable, pro-growth, and pro-poor ecosystem. The policy envisages a dynamic and long term approach to achieve the true growth potential of the tourism sector in the state. The policy proposes aggressive initiatives, attractive incentives and requisite regulatory reforms, that will help ensure large scale investment support, through efficient management and private participation. This policy will help Uttar Pradesh to establish a perfect synergy and a supporting strategy for establishing valuable partnerships between the public and the private sector and among various sectors for an improved environment necessary for achieving viable and tangible growth in the tourism sector.

9. The State Government grants the status of **'Industry'** to all the activities of the tourism sector. With exception to the benefits for providing land, facilities applicable to the industries will also be available to the tourism sector.

[3]State Tourism Department

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CHAPTER 2 –UTTAR PRADESH TOURISM

1. Directorate of Tourism

A. About: Established in the year 1972, the Directorate of Tourism, is the developmental, promotional and regulatory arm of the Government of Uttar Pradesh.

B. Objectives: The role includes overall planning and execution of the central/state schemes for the development, up-gradation and improvement of the tourism infrastructure in different parts of the state. To support the private sector, in the form of incentives for setting up various tourist facilities and promotion of various tourist destinations and products of the state.

2. Uttar Pradesh State Tourism Development Corporation (UPSTDC)

A. About: Uttar Pradesh State Tourism Development Corporation Ltd. (UPSTDC) was established in the year 1974, under the company's act 1956.

B. Objectives: The main objective of establishing UPSTDC is to provide tourist accommodation, restaurants, and wayside amenities to the tourists and to open recreational centres and organize package tours, ensuring promotion of tourism in the state, through vigorous publicity. It is currently operating 45 tourist bungalow/hotels and 13 UPTOURS divisions. PPP of UPSTDC properties for lease, sale or revenue sharing model, based on a transparent selection process.

3. World Bank Pro-Poor Project

A. About: The Uttar Pradesh Pro-Poor Tourism Development Project (the Project), funded by the World Bank, aims to unlock the potential of the unique heritage of Uttar Pradesh through pro-poor

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tourism development for inclusive growth and poverty reduction in asset-rich but particularly low-income areas of the state.

B. Objectives: The Project aims at:

i. Increasing the benefits to the state's residents and its poor through the provision of jobs and public services to some of the poorest communities in the state living in heritage rich but poor areas;
ii. Enhancing the management of the state's unique natural and cultural assets as endogenous sources of inclusive growth;
iii. Enabling the productive private investments and associated job creation opportunities, especially to the youth and women; and
iv. Use of skill development institutions, hotel management institutes for the training and placement of support services utilized for hospitality, hotels &restaurants like carpenters, electricians, plumbers, gardeners, painters, drivers, guides, etc., with the help of existing hospitality industry.

4. Braj Teerth Vikas Parishad

A. About: The Braj Teerth Vikas Parishad, earlier known as the Braj Planning and Development Board, was constituted under the Uttar Pradesh Braj Planning and Development Board Act 2015.

B. Objectives: The objective of the board is coordinating and monitoring the implementation of plans for evolving harmonious policies for integrated tourism development, heritage conservation and management in the region. It also gives advice and guidance to any department/local body/authority in the district of Mathura, with respect to any plan, project or development proposal, which effects or is likely to affect the heritage resources of the Braj region.

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CHAPTER 3 –VISION & MISSION

VISION

To establish Uttar Pradesh as a preferred tourism destination in India, and achieve country's highest tourist arrival and tourism receipts, driving employment generation and ensuring best visitor experience.

MISSION

To drive a sense of inclusive tourism development in the local community of Uttar Pradesh, and make optimum use of the tourism experiences across vibrant cities, attractions, nature, wildlife, adventure, food, handicraft(including the promotion of 'One District One Product Scheme'), heritage, religion and culture of Uttar Pradesh.

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CHAPTER 4 –TARGETS

The Department of Tourism, through implementation of this tourism policy, aims to achieve the following targets:

1. To become the most preferred tourist destination in the country by 2023.
2. To achieve an annual increase of 15% domestic tourist arrival and 10% foreign tourist arrival, consistently over the next five years.
3. To attract investments with a target of INR 5,000 Crore per year.
4. To provide employment to approximately 5,00,000 people per year.
5. To impart training to 10,000 tourism service providers, over the next five years.
6. To convert 10 heritage buildings (Buildingswith heritage value) to heritage hotels per year.
7. To attract 1,00,000 tourists to national parks and wildlife sanctuaries in Uttar Pradesh per year.
8. To improve regional connectivity of all religious and cultural attractions within the state, through road, rail and air.
9. To promote the state as a leading MICE destination in the country.
10. To elevate the standards of public service facilities across the state and provide high quality visitor experience.
11. To improve local entrepreneurship avenues, through execution of tourism events and festivals like Deepotsav, International Literature Festival, International Ramayana Conclave, Geeta Mahotsav,Ganga Mahotsav, Gorakhpur Mahotsav, Lucknow Mahotsav, Rangotsav Barsana,Taj Mahotsav, Shipotsav Noida, UP Divas and other city based mahotsavs.
12. To promote city-wise events and festivals with a predefined calendar, and promoting the same nationally and internationally.

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CHAPTER 5 –VALIDITY PERIOD

This policy will remain in force for five (5) years, from the date of its issuance. Tourism units started/established/expanded operationally during such period will qualify for subsidy/ benefits/ exemption/ waiver/ concession under the provision of this policy.

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CHAPTER 6 –STRATEGY

Uttar Pradesh has immense tourism attractions, experiences and services. This tourism policy is framed around the core theme of brand Uttar Pradesh Tourism, to augment the brand value and brand recall in the mind of visitors.

This policy will work on six guiding pillars, which have been identified to successfully achieve the policy mission and lay a comprehensive development framework for the long term development. These pillars include:

1. Strengthening tourism infrastructure.
2. Promoting investments and employment generation.
3. Augmenting brand Uttar Pradesh.
4. Focus on religious/spiritual tourism.
5. Promoting theme based tourism (Eco Tourism, Heritage Tourism, Cultural Tourism, Vedic Mini City Tourism, Agri Tourism, Crafts Handloom & Textile Tourism, Weekend Tourism, Adventure Tourism, Caravan Tourism, MICE Tourism, Wellness Tourism, Water & Cruise Tourism, Rural Tourism and Sports Tourism).
6. Sustainable tourism through community growth and up-gradation of local skills.

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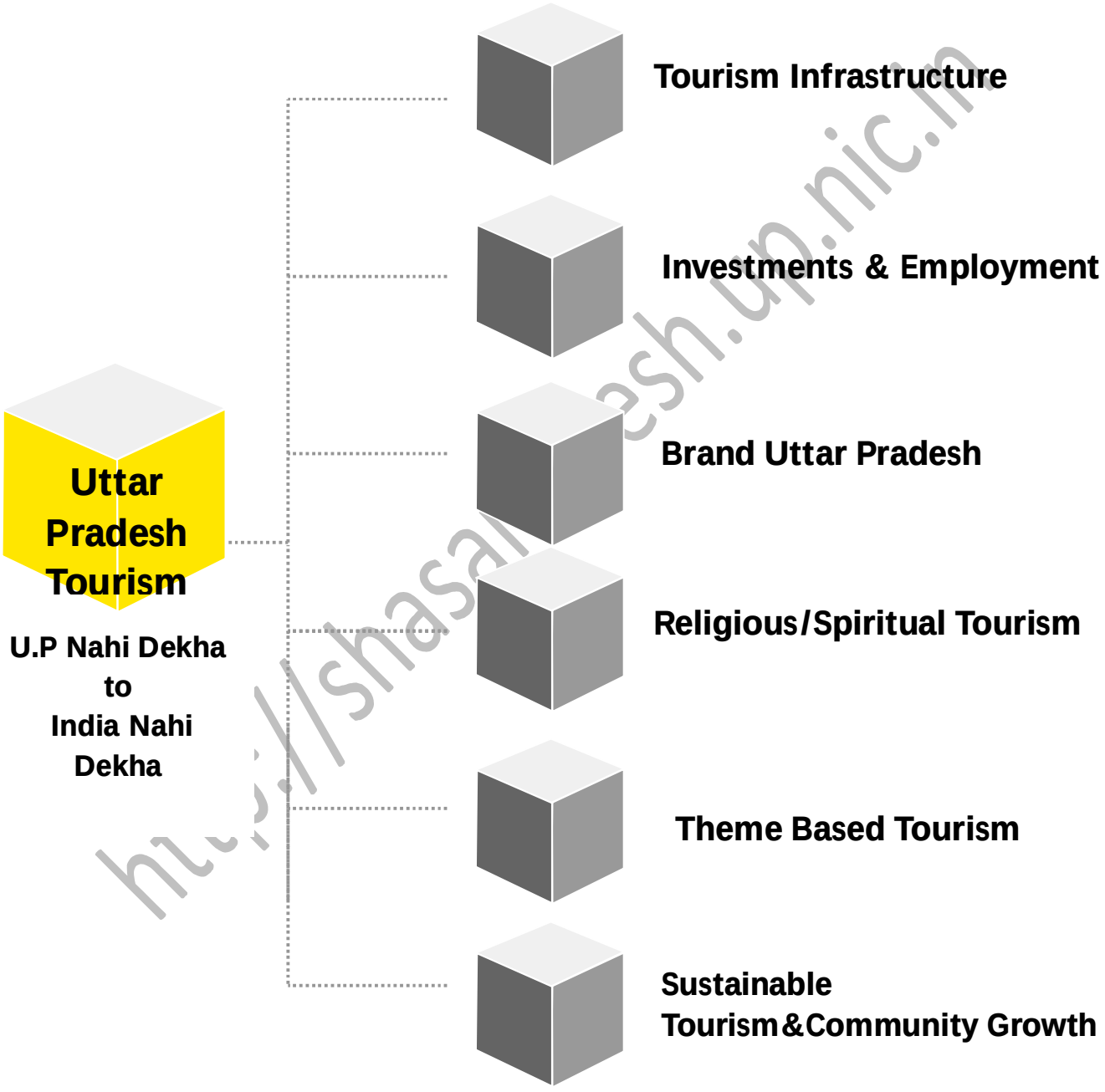

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These pillars form the basic composition of the policy framework to promote Brand Uttar Pradesh for tourism in India and overseas. The strategy to translate the vision statement and guiding pillars in reality will be derived from the following actions:

1. Strengthening Tourism Infrastructure

A. In order to overcome the shortage of tourism infrastructure like hotels, resorts, public utilities at tourist places, connectivity, parking, etc., the Department will encourage private sector participation through PPP mode to develop infrastructure and facilities at identified tourist places.
B. The Department will undertake the 'Integrated Tourism & Infrastructure Development Roadmap' for:
    i. Garhmukteshwar, Ayodhya(Including 84-Kosi Parikrama);
    ii. The Buddhist Circuit;
    iii. Mathura District(Including 84-Kosi Parikrama, Vrindavan,Goverdhan,Barsana,Gokul,Nandgaon); and
    iv. Bundelkhand, Naimisharanya(Including 84-Kosi Parikrama & Misrikh) Chitrakoot.
C. The Department will establish a 40 room hotel in Badrinath and a 100 room hotel in Haridwar.
D. The Department will also undertake a feasibility study of mythologically significant sites like Hastinapur, Barnava & others in Uttar Pradesh, to construct permanent structures/installations, as mark of identity to the era, the city is known for.
E. The Department will plan for integrated tourism development of the cities by inviting planning and architecture colleges of the country, such as the National Institute of Design – Ahmedabad, CEPT University, School of Planning & Architecture, etc.
F. The tourism infrastructure will be upgraded in a planned manner at identified areas, coming under 5-10 KM radius of major tourist spots. Standard facilities for drinking water, toilets, parking, paved roads, rides, parks and street lighting will be provided, to enable quality visitor experience.
G. Using the World Bank's project of pro-poor tourism initiative as a pilot, the Department will develop and promote tourism, which will

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contributetowards the economic upliftment of the lesser privileged, through inclusive development, planning of tourism assets and infrastructure, through execution of projects seeking Central Government, multilateral and bilateral funding.

H. Remote tourism destinations will be connected through the state of the art infrastructure.
I. Cooperation from the Central Government for strengthening of tourism infrastructure and addressing impediments in tourism sector (State will apply and benefit from the tourism centric schemes of the Central Government like Swadesh Darshan, PRASHAD, Hunar Se Rojgar, etc.).
J. The Department will coordinate with other departments to ensure effective maintenance of water supply, sewage system, approach roads and parking facilities at tourist destinations.
K. Connecting highways to airports withstreet lights and public convenience facilities.

2. Promoting Investments and Employment Generation

A. In consultation with relevant authorities, the Department will create land bank to facilitate creation of tourist spots and up-gradation of infrastructure.
B. The Department will facilitate creation of hotels, Bed and Breakfast establishments at various cities of religious/cultural importance.
C. CSR initiatives shall be promoted in the tourism sector.

3. Augmenting Brand Uttar Pradesh

A. The Department will link its marketing initiatives to the action items listed in the policy, in collaboration with both the public and the private sector.
B. The Department will adopt a top down approach to create Brand Uttar Pradesh as a leading tourist destination. A brand tagline and theme will be designed and marketed across all traditional & digital advertising platforms and at all tourist locations.
C. The Department, with the assistance of branding agency, will develop ad films on the local folk dance and other cultural

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offerings of the state.With the objective of spreading awareness about Uttar Pradesh's culture & heritage and also to revive the dying art of the state, the Department will disseminate these ad films across all advertising and media platforms.

D. Development of new tourism website, mobile application and social media touch points will be revived.
E. The Department will prioritize and pre-plan its content calendar for each of the social media platforms like Facebook, Twitter, Instagram, YouTube, etc., to share information about the destination and its tourism attractions.
F. The Department will engage with the industry partners such as TAFI, IATO, TAAI, FHRAI, HRANI, UPHRA, online travel agents like Expedia, Make My Trip, Yatra, etc., and other non-travel partners to develop tailored packages and offer special tourism discounts.

4. Focus on Religious/Spiritual Tourism

A. Strengthening and up-gradation of civic amenities and facilities at religious tourist destinations across the state.
B. Establishment of shrine boards to effectively regulate and monitor pilgrimage facilitation and management.
C. The private sector will be encouraged to participate on PPP mode towards creation of accommodation facilities at religious destinations.
D. Creation of tourist facilitation centres to enhance the visitor experience at religious destinations. These centres will be set up in the next two years at Gorakhpur,Mathura, Vrindavan, Vindhyachal, Ayodhya, Naimisharanya, Varanasi, etc.
E. Integration of available Ashrams at various religious locations with the Department for providing alternate boarding/lodging options.

5. Promoting Theme Based Tourism

A. Eco Tourism

i. In coordination with the Uttar Pradesh Forest Corporation (UPFC), the Department will provide civic and tourist

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amenities in national parks and wildlife sanctuaries, to ensure visitor satisfaction.

ii. Nature Interpretation Centres, Nature Camps, Boating and Nature Tour Programs will be organized and managed at centralized level in Lucknow.

iii. Engagement of local communities to ensure equitable distribution of benefits and socio-economic upliftment of the locals.

iv. Bird Sanctuaries at Nawabganj, Hastinapur, Sur Sarovar, Ranipur Sanctuary (Banda), Kaimoor Sanctuary (Mirzapur), Samaspur Sanctuary (Rae Bareli), Surha Taal Sanctuary (Ballia) and Patna Sanctuary (Etah) to be promoted.

v. MoU has been signed between UPFC and UPSTDC, to promote eco-tourism in the state.

B. Heritage Tourism

i. Recently recognized by UNESCO as the 'Intangible Cultural Heritage of Humanity', 'Kumbh' will be promoted extensively in the national and the international markets.

ii. All UNESCO world heritage sites will be promoted through dedicated marketing channels, including participation in summits, fairs, and roadshows in select countries.

iii. The Department will work with architects and Archaeological Survey of India (ASI), to undertake restoration projects of sites at Kushinagar, Kapilvastu, Sarnath, Shravasti, Agra, Fatehpur Sikri, Barsana, Gokul, Nandgaon, Vrindavan, Goverdhan, Ayodhya, Kashi, Naimisharanya, Chitrakoot, Vindyachal, Devipatthan, Tulsipur and other under developed potential tourist sites in the state.

C. Cultural Tourism

i. To promote culture exchanges, the Department will release annual calendar for all religious/cultural events and organize events with the objective to promote tourism and establish Uttar Pradesh as a brand.

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ii. The Department will form a special task force with experts/consultants to organize cultural events, food festivals and other art based festivals.

D. Vedic Mini City Tourism

i. The Department will promote Vedic science practices within the tourist area as a theme.

E. Agri Tourism

i. The Department will setup a government interface to cater to the need of the agri-tour operators. This interface will coordinate and provide linkages with regional/local/concerned government bodies.
ii. The Department, with the help of local players of agri market and tour operators, will develop special tour packages for promoting agri tourism.

F. Craft, Handloom & Textile Tourism

i. To promote regional crafts industry of various districts, like Moradabad's craft, Bhadohi's carpet, Agra's inlay work and Zardoji, Varanasi's silk, Gorakhpur's terracotta, Nijamabad & Khurja's pottery and Lucknow's Chikan.
ii. Shilpgram and Shilp Bazaar will be established across the state to promote Uttar Pradesh's rich handicraft legacy.
iii. The Department will develop textile tourism circuits including Khadi to promote the indigenous art by linking it to major tourist destinations.
iv. The Department will organise thematic fairs and exhibitions to publicize the broad variety of handicrafts. Special visits to the handloom units will be integrated in the itineraries created by travel agents/tour operators.

G. Weekend Tourism

i. To encourage weekend tourism, the Department will upgrade tourist facilities for visitors to consider visiting

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nearby destinations from key locations. Proposed destinations include:

City ⟶	Pilgrimage	Historical	Eco Tourism
Lucknow	1. Ayodhya 2. Kichocha Sharif 3. Dewa Sharif 4. Naimisharanya 5. Bithoor	1. Lucknow 2. Bithoor, 3. Gorakhpur 4. Faizabad	1. Kishanpur Wildlife Sanctuary 2. Dudhwa National Park 3. Nawabganj Wildlife Sanctuary 4. Katarniaghat Wildlife Sanctuary 5. Suhelwa Wildlife Sanctuary 6. Samaspur Wildlife Sanctuary 7. Kukrail
Noida and Ghaziabad	1. Mathura 2. Vrindavan 3. Garhmukteshwar 4. Barsana 5. Nandgaon 6. Govardhan 7. Shukratal 8. Shakumbhari Devi 9. Bateshwar	1. Agra 2. Fatehpur Sikri 3. Sikandra 4. Bateshwar 5. Bah	1. Chambal National Park 2. Sur Sarovar Wildlife Sanctuary(Keetham) 3. Okhla Wildlife Sanctuary 4. Patna Wildlife Sanctuary 5. Hastinapur Wildlife Sanctuary 6. Amangarh Tiger Reserve
Varanasi	1. Sarnath 2. Jwala Devi Shaktipeeth 3. Vindyachal Vindyavasni	1. Ramnagar Fort 2. Mirzapur 3. Chadauli District (Vijaygarh Fort, Agori Fort, Singrauli Durg) 4. Bhitari	1. Chandraprabha Wildlife Sanctuary 2. Surha Taal Wildlife Sanctuary 3. Kaimur Wildlife Sanctuary 4. Hathinala Eco Point 5. Rajdari, Deodari 7. Chunadari, Mukhadari 8. Windom Lakhaniya Dari 9. Sirsi Fall 10. Rihand Dam 11. Son View Point 12. Salkhan Fossil Park
Allahabad	1. Sangam 2. Kadavasini 3. Shringverpur, 4. Goshitaram Math 5. Prabhas Giri 6. Kaushambi	1. Allahabad 2. Kada 3. Mirzapur	1. Samaspur Wildlife Sanctuary 2. Alwara Lake, 3. Ranipur Wildlife Sanctuary 4. Sabri Fall

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	7. Chitrakoot		
Gorakhpur	1. Kushinagar 2. Ayodhya 3. Varanasi 4. Chapia 5. Devipatan 6. Goraksha Peeth	1. Faizabad 2. Balrampur	1. Bakhira Sanctuary (Sant Kabir Nagar District) 2. Sohagi Barwa Sanctuary 3. Suhelwa Wildlife Sanctuary 4. Parvati Aranga Wildlife Sanctuary 5. Wetlands in Balrampur
Jhansi	1. Lalitpur(Buddhistcave) 2. Jain temple complex, Lalitpur	1. Dashawatar Temple 2. Forts in Bundelkhand 3. Nahar Ghati	1. Bhagwan Mahavir Wildlife Sanctuary 2. Rajghat Dam 3. Mata Tila Dam 4. Vijay Sagar Wildlife Sanctuary 5. Baruah Sagar 6. Pahunj and Tal Behat

ii. Marketing support will be provided by the Department for industry partners promoting weekend destination.

H. Adventure Tourism

i. The Department will leverage multiple opportunities arising from the varied topography that Bundelkhand, Sonbhadra, Chitrakoot, Ramgarh Tal, etc. offers to tourists and create a unique proposition for various adventure sports like paragliding, zip-lining, etc.
ii. The Department will provide assistance in administering all adventure sports and related activities, such as registration, regulation, planning, promoting, training, monitoring and providing infrastructure.
iii. The Department will facilitate creation of training institutes and adventure sports academy.

I. Caravan Tourism

i. Owing to the immense natural beauty and historical significance of the Bundelkhand and Vindhya region, the Department and UPSTDC, in collaboration with private

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players, will identify sites and undertake projects to promote caravan parks.

J. MICE Tourism

i. Special mention of MICE hotels (More than 5,000 Sq. Ft. area) in social media and websites to promote the hotels.
ii. Initiatives to be jointly undertaken by the Department and industry players to promote Uttar Pradesh's business event offerings, conducting of market feasibility studies and bidding activities.
iii. The Department will engage and build corporate tie ups with the companies which organize such meetings that will further increase the earnings.

K. Wellness Tourism

i. The Department will identify specialized centres for AYUSH: Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy, and will collaborate with them for setting up their units in Uttar Pradesh.
ii. The Department will organize International Yoga Conclave and promote wellness centres to draw more traffic and position Uttar Pradesh as a wellness tourist destination.

L. Water & Cruise Tourism

i. The Department will have the authority to undertake tourism activities in the water bodies under the jurisdiction of the Development Authority, Jal Nigam and the state government.
ii. The Government of India has sanctioned a scheme allowing cruise boats to ply between Assi Ghat and Raj Ghat in Varanasi.
iii. The Department will plan special tour packages for cruise tourism, including house boats, motor boats and water sports activities on River Ganges, post the feasibility study.

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The probable cruise route would be Kanpur, Shringverpur, Kaushambi, Allahabad, Mirzapur to Varanasi.

iv. Probable site for water sports activities would be Rihand Dam, Matatila, Rajghat Dam, Ramgarh Taal (Gorakhpur), Chittorgarh Taal (Balrampur) and different barrage sites in Uttar Pradesh.

M. Rural Tourism

i. Villages known for special form of handicrafts, music, dance or art will be identified and introduced to the urban and foreign tourists to encourage their stay in the state. This will enable tourists to experience special village cuisine, culture, art and lifestyle.

ii. Development of local infrastructure, market linkages (Both backward and forward integration) and academic centres, with the help of local community.

iii. Establishment of facilitation office to ease the single window clearances for rural tourism.

iv. Development of projects facilitating the promotion of local art, handicraft, cuisine, lifestyle, etc., of upto INR 50 Lakh.

N. Sports Tourism

i. Promotion of important sports facilities in the state such as the Budh International Circuit (BIC) in Greater Noida, Golf Course in Noida and Lucknow, Badminton Academy in Lucknow, International Cricket Stadium in Kanpur and International Cricket Stadium in Lucknow.

ii. Ravine Motor Sports will be established in different regions for further attracting sports tourism

iii. Department will promote traditional sports in Uttar Pradesh like Kushti, Kabaddi etc.

iv. Probable sites for sports tourism would beBundelkhand and Vindhya region.

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6. Sustainable Tourism through Community Growth and Up-gradation of Local Skills

A. The government envisions development plans for the sector, which would ensure benefits to the local community on economic, social and environmental fronts.

i. The development and management of tourism destinations will be done in such a manner that effective conservation of environment, natural resources, local traditions, culture and products is taken care of.
ii. To ensure community participation, effective strategy of IEC (Information, Education and Communication) will be used at the local level. State Level Tourism Development Councilwill play a crucial role in ensuring joint participation of all the departments and stakeholders.
iii. The planned initiatives will focus on generating employment opportunity, besides enabling households and individuals to produce and supply products that are demanded by industry, for the local people to get maximum economic benefit out of tourism.
iv. Ensuring cleanliness drives under the Swachh Bharat Abhiyan.
v. Regular training courses will be planned to promote enrolment of new people to the tourism sector and skill up-gradation programmes for the tourism service providers will be undertaken at regular intervals.
vi. Improving people skills of individuals coming in direct contact of tourists will also be ensured through soft skills and foreign language training.

7. Supporting Pillars

A. Premium Tourist Transport

i. The Department will establish 10 helipads, each with a value of upto INR 2 Crore in the state, to further improve the regional connectivity. All regulatory authority approvals will be taken prior to such establishment.

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ii. Hop-on and Hop-off bus service will be introduced at Lucknow,Agra,Allahabad,Varanasi and Mathura.

iii. In consultation withthe Department of Civil Aviation, new air sectors will be identified to & from Agra, Lucknow and Varanasi, to new destinations within India and overseas, to facilitate the movement of inbound tourists. In addition, air transport will be developed from major air heads to major corners of tourist interest, via PPP development and up-gradation of air-strips, helipads, air taxis and leveraging Central and State schemes on regional connectivity

iv. All major tourist destinations will be connected through quality four lane highways and where needed, the existing 4 lanes will be upgraded to 6 lanes highway. The Department will actively pursue this with the Public Works Department (PWD), Uttar Pradesh Expressways Industrial Development Authority (UPEIDA) and Uttar Pradesh State Highways Authority (UPSHA).

v. The Department will create travel packages, aligned with the need of consumers, to major tourism destinations with the help of UPSTDC & the private sector. Hop-on and Hop-off bus services with value added services like exclusive photography tours will also be introduced at major tourist destinations. The Department will also facilitate deployment of luxury buses and other variations of buses on busy tourism routes.

vi. At present, only a few major tourist destinations are connected to the National Capital Region by superfast express trains. In co-ordination with the Indian Railways, efforts will be made to connect all major tourist destinations with the National Capital Region with high-speed rail services.

vii. Brand Uttar Pradesh Tourism will be promoted through strategic tie-ups with the Indian Railways and Airports (Government and Private), to instil the positioning of Uttar Pradesh as a progressive tourism destination through dissemination of tourism communication.

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viii. State capital Lucknow will be connected to all the state capitals of India by road, rail and air.

B. Disinvestment of Tourism Properties

i. Land bank will be created by pooling of unutilized land of various departments including Revenue, Irrigation &Nazul land. The Department will disinvest INR 100 Crore in 3 years. Such land parcels shall be given on long term lease through e-bidding process for 30 years.15% of the accrued revenue shall be retained by the Uttar PradeshTourism Department/UPSTDC for making the scheme a success.

ii. In order to ensure efficient running of its existing UPSTDC tourism properties and optimum utilization of its resources towards development of better commercial services for tourists, the Department will continue to disinvest its loss-making/closed or not-in-use tourism assets.

iii. Properties will be offered for disinvestment, through the e-tendering process. Potential Uttar Pradesh Tourism Department/UPSTDC properties available for disinvestment are listed in Annexure I.

iv. Properties to be operated on Lease and Development Agreement or Development and Management Contract through PPP after formulation of SPV.

C. I.T. Enabled Infrastructure

i. Free Wi-Fi connectivity will be made available at major tourist spots of the state. The Department will identify 10 tourist spots every year to be Wi-Fi enabled.

D. Development of Way Side Amenities

i. Modern wayside amenities will be developed, catering to tourists/travellers of all socio-economic categories on strategic/major highways, leading to tourist destinations.

ii. The Department will also plan to set handicrafts emporiums along the wayside amenities.

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CHAPTER 7–TOURISM INITIATIVES

1. Kumbh

The Department, to elevate the visitor experience during Kumbh, will:

A. Invite artists from across the country and organise a day-long festival, street-side performances, carnivals and other engagement activities.
B. Have the street-side infrastructure painted in graffiti to give the city of Allahabad a colourful look and feel.
C. Invite the High Commissioners/Ambassadors of all countries to experience the Kumbh first hand to further strengthen ties with all countries.
D. Organise presentations for the global communityto educate them about the scientific, social& religious significance of Kumbh.

2. Tourism Police

A. The number of tourism police will be increased and will be deployed at all significant tourism spots in the first phase, which will include Allahabad, Varanasi, Mathura, Ayodhya and prominent tourism spots. Specialised police stations will be established at Varanasi,Ayodhya,Mathura and Allahabad on the lines of the tourism police station at Agra. Such police stations shall provide specialised services for international and out of state tourists in conjunction with the Department.
B. Special emphasis will be given to the security of female tourists. To ensure the same, female staff will be added to the task force.
C. The local bodies and local population will also be consulted while expanding this task force. An induction and training programme for tourism police force will be designed and conducted by the Department.
D. The tourism police team will be provided with the necessary support to perform their duties.

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3. Registration of Service Providers

A. The Department will prepare an 'Act' to provide a platform for ensuring regularization of hotels (Including all-star categorization), guest houses, resorts, tourist trade, travel agents, tour operators, adventure sports operator, guides and persons engaged in the business of tourism.
B. Registration of service providers/stakeholders under this 'Act' will be mandatory. The list of registered service providers will be displayed on Uttar Pradesh Tourism website and portals.

4. One Stop Travel Portal Solution

A. The Department has launched a One Stop Travel Solution Portal for easy booking facility to tourists.
B. The portal will have provisions to book hotels, flights, train, cabs, buses, etc., all under one single umbrella. The portal will be available in eight languages i.e. German, French, Spanish, Japanese, Korean, Mandarin, Hindi and English.

5. Tourism Festivals

A. Uttar Pradesh, with its strong and diverse culture is home to many events and festivals. To promote Uttar Pradesh as a preferred tourism destination, the Department will organize events and fairs at national and international level. The state organizes special festivals, listed below:

i. Ayodhya Deepotsav
ii. Rangotsav Barsana
iii. Dev Deepawali
iv. Lucknow Mahotsav
v. Gorakhpur Mahotsav
vi. Bundela Mahotsav
vii. Buddha Mahotsav
viii. Ayurveda Mahotsav
ix. Ganga Fair

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x. Deva Mela
xi. Karthik Purnima
xii. Ramayana Mela

B. A wide marketing campaign will generate publicity and will help Uttar Pradesh draw much awaited media and consumer attention. Below is the list of events planned:

i. Balloon Festival
ii. Uttar Pradesh Travel Mart
iii. Travel Writers Conclave
iv. Taj Mahotsav
v. International Literature Festival
vi. International Ramayana Conclave

6. Excellence Awards

A. Best Cultural Destination in India Award for the year 2016-17 by Lonely Planet Magazine.
B. Best Mobile Application from the Skoch Group under Smart Governance Awards Category in 2015.
C. Awarded for 'Adapting to social media for the convenience and mobility of Tourist' by Digital Empowerment Foundation.
D. National Award the'Most Film Friendly State' in the year 2015.

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CHAPTER 8–DIGITAL STRATEGY

1. Content Creation

A. The Department will engage a media agency to create new and unique content, which can appeal to the evolving travelling community i.e. millennial. The Department will develop new image bank and video assets of Uttar Pradesh Tourism, which can further be disseminated across various marketing channels.

B. The Department will develop creative content in form of ad films, videos, website content, textual literature, editorials, advertorials, etc., and will promote the creative assets through extensive media buy across all advertising channels.

2. Revival of Consumer Touch Points

A. The Department will revive the consumer touch points of Uttar Pradesh Tourism by sharing destination information about all lifestyle, cultural, religious, nature & wildlife and heritage elements.

i. **Website** – The Department will develop a consumer friendly, informational and visually appealing, engaging and transactional website for Uttar Pradesh Tourism, which will serve as one stop solution provider for visitors.

ii. **Mobile Application** – The Department will develop a user friendly mobile application, sharing necessary travel information and things to do in the state.

iii. **Social Media** – The Department will pre-plan a content calendar for each of the social media platform like Facebook, Twitter, Instagram, YouTube, etc., to share Uttar Pradesh' tourism attractions, hidden gems, local stories, etc. in an engaging manner.

iv. **Consumer Engagement**: Video content, images, questioning posts draw community engagement. The Department will recognise and promote official hashtags for Uttar Pradesh Tourism, for users to start contributing content about the state.

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CHAPTER 9–DEFINITIONS

1. **Tourism Units:** Tourism Unit means a legal entity under the relevant law, engaged or to be in providing any service related to travel and tourism. Following units would be considered as 'Tourism Units':

   A. Hotel
   B. Budget Hotel
   C. Heritage Hotel
   D. Resort
   E. Sport Resort
   F. Tented Accommodation
   G. Tourism & Hospitality Training Institutes
   H. Adventure Tourism Projects
   I. Theme Parks
   J. Convention Centres
   K. River Cruise Tourism Unit
   L. Wellness Tourism Unit

2. **New Tourism Unit:** A 'New Tourism Unit' means a Tourism Unit which is set up and which commences commercial operations during the operative period of this policy.

3. **Existing Tourism Unit Undergoing Expansion:** Existing Tourism Unit taking up expansion of more than fifty percent of its existing capacities (Built up area and investment).

   Only one expansion project (Commencing commercial operations within the policy period) of an existing tourism unit will be eligible for assistance during the operative period of the policy.

4. **Commercial Operations:** Date of Commercial Operations of a Tourism Unit is the date on which the Tourism Unit is open to tourists on a commercial basis, after due testing, trial running and commissioning under the relevant government rules.

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5. **Eligible Tourism Unit:** New Tourism Unit and Existing Tourism Unit Undergoing Expansion during the operative period of this policy would be considered as Eligible Tourism Units.

6. **Tourism Service Provider:** Any partnership firm or private limited company or public limited company or corporation, duly registered under the law and providing any service related to travel and tourism including Travel Agents, Transport Operators, Ticketing Agents, Tourist Guide, etc.

7. **Hotel:** A Hotel, including accommodation of minimum 50 lettable rooms and a minimum investment of INR 10 Crore (Excluding the cost of land).

8. **Budget Hotel:** A Budget Hotel or a motel having accommodation of minimum 20 lettable rooms and a minimum investment of INR 2 Crore to a maximum investment of INR 10 Crore, which provides basic amenities at an affordable rate.

9. **Heritage Hotel:** A Heritage Hotel means a hotel run in a fort, a fortress, a palace, a haveli, a castle, hunting lodge or residences with heritage features, built prior to 1 January 1950 and approved by the Government of Uttar Pradesh, as per the guidelines of Ministry of Tourism, Government of India (Heritage Hotel/Heritage Grand/Heritage Classic).

10. **Resort:** A Resort will include a minimum 30 rooms and a minimum investment of INR 10 Crore, with a minimum area of 2 Acre.The bathroom carpet area should admeasureatleast 3.5 Sq. Mt. It should have a restaurant/dining hall with a seating area of minimum 40 Sq. Mt. (Excluding the kitchen and storage).It should have, on its plot, a minimum open space (Unbuilt area) of 6000 Sq. Mt. It should have at least 4 of the following facilities:

    A. Indoor games (Example: TableTennis, Squash, Billiards, Bowling Alley, etc.) with a minimum built area of 25 Sq. Mt.
    B. Conference Room (Minimum carpet area of 30 Sq. Mt.)

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C. Swimming pool
D. Tennis or Badminton Court or Golf or other outdoor games area
E. A Health Club (Minimum built-up area of 20 Sq. Mt.)
F. A lounge (and measuring at least 35 Sq. Mt.)

11. **Sports Resort:** A Sports Resort with adventure related sports will be entitled for capital investment subsidy only on equipment.

12. **Tented Accommodation:**Tent facilities should have clear ground admeasuring at least 1000 Sq. Mt. It should have tented accommodation capacity for at least 20 persons. There should be a minimum of 10 tents. The gross carpet area of tents should admeasure at least 200 Sq. Mt. All the tents should have attached toilets. The tents should be put on a platform raised to a minimum of 2.5 feet above the ground. The tent site should have adequate security. The site should have eco-friendly structures admeasuring at least 200 Sq. Mt. for such purposes as food, recreation, relaxation and lockers. It should have adequate electricity, water supply, sewerage disposal and drainage facility. The tented accommodation should be permanent in nature.

13. **Tourism & Hospitality Training Institute:** The Institute must be offering tourism/hospitality courses that are recognized/certified by the regulatory authorities.

14. **Theme Park:** should be based on a single or series of themes having a plot measuring at least 10,000 Sq. Mt. (Approximately 2.5 Acres), with a minimum investment of INR 2 Crore pertaining to the cost of equipment alone. It may have amusement rides, water slides, accommodation (At least 10 lettable rooms), restaurant, theatre, shopping area, activity area and theme areas. It is, however, not mandatory to have all these features.

15. **Adventure Tourism Projects:**Adventure Sports should have the requisite infrastructure, equipment and trained staff, along with appropriate safety-and-rescue set-up, that will provide tourists

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with an opportunity to undertake permissible adventure and such other activities like mountaineering, river rafting, etc. All requisite permissions from various competent authorities as also a comprehensive insurance cover will have to be obtained beforehand.

16. **Convention Centre:** A covered pillar-less, air conditioned hall, having minimum carpet area of 5000 Sq. Ft. space, that provides place for meetings, conventions/conferences and exhibitions, and can accommodate at least 500 persons at one point of time.

17. **River Cruise Tourism Unit:** Any Boat/Yacht with a minimum seating capacity for 4 persons, which is licensed by the Transport Department, Government of Uttar Pradesh and having capacity to operate in the lakes/rivers of the state for pay-and-use facilities. Boats/Yachts used by hotels to transport or entertain their guests and/or goods/raw materials will not be covered under this definition.

18. **Wellness Tourism Unit:** A unit engaged in developing (Ayurvedic, Yoga and Naturopathy,Unani,Siddha and Homeopathy) wellness centres, with a minimum investment of INR 2 Crore.

19. **Sound and Light show/Laser show:**Minimum Investment in the equipment cost to the tune of INR 1 Crore.

Note:

- *Hotels and other tourism units classified under the Ministry of Tourism, Government of India guidelines shall also be eligible for obtaining concessions and incentives under this policy.*
- *Other activities related to tourism, as notified by the Tourism Department of Central/State Government, from time to time, will also be eligible for obtaining concessions and incentives under this policy.*

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CHAPTER 10–FISCAL INCENTIVES & BENEFITS

To enhance the interest of private sector and boost the tourism sector at large from the notification of the policy, the State Government grants the status of **'Industry'** to the tourism sector. With exception to the benefits for providing land, facilities applicable to the industries will also be available to the tourism sector, as below:

1. Sanction of electricity load, on priority.
2. Taxes of local bodies including Nagar Nigam and Jal Sansthan as levied on the industries, to be applicable on the tourism units.
3. Hotel construction to be permitted in the industrial areas as per the policy decided by relevant industrial authority.
4. Rebate on the purchase of plants and machinery or equipment's coming under the tourism units/tourism industry.

Note: There is a ceiling of INR 1,000 Crore subsidy for 3 years by the Department of Tourism, Government of Uttar Pradesh. The sum of all incentives mentioned in this policy eligible to individual units will be capped at 30% of the EligibleCapital Investment made by the unit.

Tourism Circuits for Incentives
(Within 20 KM of all tourist sites, as per the notification from the Department of Tourism, Government of Uttar Pradesh)

The total number of Tourism Units which would be entitled for Capital Investment Subsidy and Interest Subsidy each is also mentioned against all the locations.

Example: '10 units each' means that at a particular location, 10 units are eligible for Capital Investment Subsidy and 10 units are eligible for Interest Subsidy over the validity period of the policy i.e. 5 years.

1. **The Ramayana Circuit**
    A. Ayodhya – 10 units each
    B. Chitrakoot – 10 units each
    C. Shringverpur – 5 units each

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2. **The Krishna/Braj Circuit**
    A. Mathura – 10 units each
    B. Vrindavan – 10 units each
    C. Goverdhan – 10 units each
    D. Gokul – 5 units each
    E. Barsana – 5 units each
    F. Nandgaon – 5 units each

3. **The Buddhist Circuit**
    A. Kapilvastu – 10 units each
    B. Sarnath – 10 units each
    C. Kushinagar – 10 units each
    D. Kaushambi – 10 units each
    E. Shravasti – 10 units each
    F. Sankisa – 5 units each

4. **Wildlife & Eco Tourism Circuit** *(Within 20 KM of all Wildlife Sanctuaries and National Parks)*
    A. Dudhwa National Park – 10 units each
    B. Pilibhit Tiger Reserve – 10 units each
    C. Katarniaghat (Bahraich) – 10 units each
    D. Bakhira Sanctuary – 5 units each
    E. Chandra Prabha Wildlife Sanctuary – 5 units each
    F. Hastinapur Wildlife Sanctuary – 10 units each
    G. Kaimoor Sanctuary – 10 units each
    H. Katarniaghat Wildlife Sanctuary – 10 units each
    I. Kishanpur Wildlife Sanctuary – 10 units each
    J. Lakh Bahosi Sanctuary – 10 units each
    K. Mahavir Swami Sanctuary – 10 units each
    L. National Chambal Wildlife Sanctuary – 5 units each
    M. Nawabganj Bird Sanctuary – 10 units each
    N. Parvati Arga Bird Sanctuary – 5 units each
    O. Patna Bird Sanctuary – 5 units each
    P. Ranipur Sanctuary – 5 units each
    Q. Saman Sanctuary – 5 units each
    R. Samaspur Sanctuary – 5 units each

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S. Sandi Bird Sanctuary – 5 units each
T. Sohagi Barwa Sanctuary – 5 units each
U. Suhelva Sanctuary – 5 units each
V. Suraha Tal Sanctuary – 5 units each
W. Vijai Sagar Sanctuary – 5 units each

Note: *Construction of hotels shall be permitted only beyond the reserve area. All the laws pertaining to Forest and wildlife protection will be complied*

5. The Bundelkhand Circuit

A. Charkhari (Mahoba) (Repeat) – 5 units each
B. Chitrakoot (Repeat) – 10 units each
C. Kalinjar – 5 units each
D. Jhansi – 10 units each
E. Deogarh – 10 units each
F. Lalitpur (Repeat) – 10 units each

6. The Mahabharata Circuit

A. Hastinapur – 5 units each
B. Kampilya (Farukkhabad) – 5 units each
C. Ahichchhatra – 5 units each
D. Barnava (Baghpat) – 5 units each
E. Mathura (Repeat) – 10 units each
F. Kaushambi (Repeat) – 10 units each
G. Gonda (Repeat) – 5 units each

7. The Shakti Peeth Circuit

A. Vindhyavasini Devi (Vindhyachal) – 10 units each
B. Pateshwari Devi Devipatan (Balrampur) (Repeat) – 5 units each
C. Kadavasini (Kaushambi) (Repeat) – 5 units each
D. Lalita Devi (Naimisharanya) – 10 units each
E. Jwala Devi (Sonbhadra) (Repeat) – 10 units each
F. Shakumbhari Devi (Saharanpur) – 5 units each
G. Shivani Devi (Chitrakoot) (Repeat) – 10 units each
H. Katyayini Devi (Mathura) (Repeat) – 10 units each

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8. The Aadhyatmik Circuit

A. Gorakhpur – 10 units each
B. Balrampur(Repeat) – 5 units each
C. Ghazipur (Hathiyaram, Bhudkura) – 5 units each
D. Goriya (Mathura) (Repeat) – 10 units each
E. Sant Ravidas Sthal – 5 units each

9. The Sufi/Kabir Circuit

A. Jayas (Amethi) – 5 units each
B. Maghar (Sant Kabir Nagar) (R) – 5 units each
C. Salim Chishti Dargah (Fatehpur Sikri) – 5 units each
D. Dewa Sharif (Barabanki) – 5 units each

10. The Jain Circuit

A. Deogarh (Repeat) – 5 units each
B. Hastinapur (Repeat) – 5 units each
C. Vahelna (Muzaffarnagar) (Repeat) – 5 units each
D. Baghpat (Repeat) – 5 units each
E. Bateshwar (Repeat) – 5 units each
F. Kampilya (Farrukhabad) (Repeat) – 5 units each

Note:*A few locations fall under two or more tourism circuits. All such locations are marked as (Repeat) i.e. repeated locations.Any tourism unit will be entitled to obtain subsidy only under one tourism circuit.*

Fiscal Incentives

1. Capital Investment Subsidy[4] to Eligible Tourism Units

S. NO.	ELIGIBLE CAPITAL INVESTMENT (EXCLUDING THE COST OF LAND)	MINIMUM PROJECT EXPENDITURE (CAPITAL INVESTMENT INR, IN CRORE)	PERCENTAGE OF SUBSIDY AGAINST FIXED CAPITAL INVESTMENT	MAXIMUM CEILING OF SUBSIDY (INR, IN CRORE)	OTHER CONDITIONS
1.	CAPITAL INVESTMENT SUBSIDY FOR	10-50	15%	7.5	-

[4] As per the percentage of Eligible Capital Investment

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	ESTABLISHING A NEW HOTEL	Above 50	15%	10	
2.	CAPITAL INVESTMENT SUBSIDY FOR ESTABLISHING A NEW BUDGET HOTEL	2-10	15%	1.5	Locations where only 10 units are eligible.
		2-10	20%	1.75	Locations where only 5 units are eligible.
3.	CAPITAL INVESTMENT SUBSIDY FOR ESTABLISHING A NEW RESORT	10-50	15%	7.5	-
		Above 50	15%	10	
4.	CAPITAL INVESTMENT SUBSIDY FOR ESTABLISHING A NEW SPORTS RESORT	1	10%	1	Only on equipment cost.
5.	CAPITAL INVESTMENT SUBSIDY FOR ESTABLISHING NEW TENTED ACCOMMODATION	0.20	20%	0.50	Only on successful permanent installation (Example: Swiss cottage)
6.	CAPITAL INVESTMENT SUBSIDY FOR ESTABLISHMENT OF A NEW WELLNESS CENTRE	2-50	15%	7.5	-
		Above 50	15%	10	
7.	CAPITAL INVESTMENT SUBSIDY FOR ESTABLISHMENT OF CONVENTION CENTRE	Up to 50	15%	7.5	-
		Above 50	15%	10	

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8.	CAPITAL INVESTMENT SUBSIDY FOR ESTABLISHMENT OF ADVENTURE TOURISM PROJECT, CRUISE TOURISM UNIT, HOUSE BOAT	1	10%	1	Creation of infrastructure & installation of permanent facility/acquisition of equipment.
9.	CAPITAL INVESTMENT SUBSIDY FOR THE SOUND AND LIGHT SHOW/LASER SHOW (SIMILAR TO KALAKRITI, AGRA)	1	25%	2.50	Investment in the equipment cost only.
10.	CAPITAL INVESTMENT SUBSIDY FOR ESTABLISHING A THEME PARK	2	10%	1	Creation of infrastructure along with installation of equipment.

Note:

- *Single unit shall not be granted capital investment subsidy under multiple tourism projects.*
- *Such unit shall not be entitled to claim the Interest Subsidy.*
- *100% Capital Investment Subsidy shall be granted post the successful start of commercial operations of the eligible tourism units.*

A. **Eligible Capital Investment:** The term Eligible Capital Investment shall include expenditure components as per the guidelines of Ministry of Tourism, Government of India, for the relevant Tourism Unit. However, the following heads of investments with respect of the unit shall not be eligible for incentives:

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i. Working Capital;
ii. Pre-operative expenses and preliminary expenses;
iii. Second-hand plant and machinery purchased or shifted from within or outside country;
iv. Interest capitalized;
v. Consumable stores, inventories for maintenance or repairs;
vi. Investment on land required for setting up the Unit, inclusive of the cost of the land;
vii. Vehicles, furniture and fixtures, cutlery, crockery and utensils; and
viii. Any construction which is in the nature of real estate transactions, e.g., shops, flats, offices, etc. meant for sale/lease/rent.

2. **Interest Subsidy to Eligible Tourism Units in the Tourism Circuits***(Bank loan amount should not exceed INR 5 Crore)*

@5% of the Loan Amount with maximum amount of INR 25 Lakh per annum for a period of five years for eligible tourism units.

Note:

- *Tourism Units availing Interest Subsidy shall not be entitled to claim the Capital Investment Subsidy.*
- *Small hotels are encouraged to avail the Interest Subsidy.*

3. **Stamp Duty Exemption**

Eligible Tourism Units will qualify for 100% exemption of Stamp Duty and Registration Fee on sale/lease/transfer of land for the first transaction only during the operative period of this Policy.

4. **Conversion and Development Charges**

Land use conversion and development charges shall be waived off for all new tourism units.

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(Leasehold tourism units shall be allowed freehold as per the by-laws of the Development Authority)

5. <u>Support for Sustainable Tourism for carrying out Energy Audit</u>

A. Assistance will be extended to eligible tourism units **up to 75%** of the cost of carrying out Energy Audit by a recognized institution/consultant, Water Harvesting/Conservation and Environment-friendly practices like Green Buildings, Solar and other Renewable Energy measures, **to a maximum token amount of INR 50,000 per unit**. It shall be disbursed once during the operative period of the Policy. Subject to a maximum of two individual units per year post submission of certificate stating sustainability of the unit. Moreover such units will be accorded special recognition by the State Government.
B. **Reimbursement of 20%** of the capital cost of setting up effluent/sewerage treatment plant subject to a **maximum of INR 20 Lakh**. Subject to a maximum of two projects in a year.

6. <u>Incentive for Promotion of Innovation</u>

The policy proposes promotion of technological innovation, by providing an incentive to:

A. Technology introduced for the first time in the state; or
B. Significant leveraging of information technology; or
C. Technology products having negligible carbon footprint.

Project Cost	**Number of people directly employed**	**Incentive Amount**
Investment between INR 10-50 Crore	50	INR 10 Lakh
Investment between INR 1-10 Crore	30	INR 5 Lakh

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It will be a one-time incentive, to be disbursed after the successful commissioning of the Project. Due recognition and publicity will be accorded by the State Government to innovative projects.

7. Support for Marketing and Promotion

All Tourism Service Providers operating in the state and registered with Department shall be eligible for this incentive. At the start of each financial year, the State Government will notify the name and number of such domestic and international events for which this incentive will be provided.

A. 50% of the space rent actually paid subject to a maximum of INR 30,000 per national event or INR 60,000 per international event.
B. The above incentive will be provided to two events in one financial year.

8. Skill Development

Short time skill development courses offered by various institutes shall be recognized by the Department of Tourism, along with the association of UPHRA, FHRAI,HRANI,TAAI,IATO and TAFIfor employment generation.

A. Reimbursement of 100% of hospitality related course fees, for up to INR 10,000 per person per course, with the course duration of fortnight.
B. Training to tourist guides from local areas with a stipend of INR 5,000 registered with the Department. The reimbursement shall be limited to training for 100 service providers for three years.
C. Tourism courses would include courses for personnel working inhotels, resorts, restaurants, transportation booking, marketing, touristguide, ticketing and any other related course as notified by the StateGovernment from time to time.
D. Third-party skill assessment of trainees after completion of course willbe a condition precedent for the reimbursement of course fees.

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9. Incentives for ICT Enablement

A. The State Government will duly facilitate and support international and national level conferences, exhibitions and other events in Uttar Pradesh for the promotion of usage of ICT in the tourism sector. Financial assistance for conducting such conferences/events shall be provided to the maximum limit of INR 5 Lakh per event, as may be approved by the State Level Committee.

B. The Tourist Service Provider providing audio/video guide will be eligible for one-time assistance for up to the extent of 25% of the cost of procuring the equipment/content creation or INR 25 Lakh, whichever is less. Incentive can be availed only once by the operator during the operative period of the Policy. This incentive will be initially taken up for a few monuments only on a pilot basis.

10. Assistance for Research in the Tourism/Hospitality Industry

Financial assistance for up to the maximum limit of INR 10 Lakh will be provided to Recognized Travel Associations/Hotel Associations/Chamber of Commerce/Other Travel & Hospitality Bodies to carry out market research studies on travel and tourism/hospitality sector in Uttar Pradesh. The subject matter would be finalized as per the relevance and requirements of the Industry. Not more than three such studies will be sanctioned each year. Preference to be given to direct hospitality association and institutes.

11. Employment Generation Subsidy

75% reimbursement (for male worker) & 100% reimbursement (for female workers) of EPF expenditure(Employer's contribution) for a period of 5 years for workers who are domicile of the State, to units employing more than 50 employees.

12. Special incentive for Disabled

Payroll assistance of INR 500 per month per worker to units employing differently abled workers, subject to a maximum of five workers in a unit.

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13. Support to Eco Tourism

100% reimbursement on achieving the certifications and standards from the Ecotourism Society of India, for up to an amount of INR 1 Lakh,subject to a maximum of two units per year.

14. Support for reviving the scarce Art, Music, Craft, Folk Dance and Cuisine of Uttar Pradesh

Subsidy of INR 5 Lakh will be granted to individual/group involved in reviving indigenous and scarce art, music, craft, folk dance and cuisine of Uttar Pradesh. For availing the incentive, the recommendation will be provided by the committee constituted under the chairmanship of the District Magistrate of the specific district.

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CHAPTER 11–INCENTIVES FOR HERITAGE PROPERTIES

1. **Definition:** As per the definition of the Department of Tourism, Government of India, the heritage value old Buildings/Forts/Havelies/Kothis/Castles constructed prior to 1950, on being operated as hotels will be included in the category of heritage hotels. Heritage hotels can be of any size and dimension.

2. **Criteria for the establishment of heritage hotel:**

A. The conversion of buildings of heritage value into hotels in Uttar Pradesh will be valid as per the criteria laid down by the Ministry of Tourism, Government of India.
B. The construction of the building of heritage value converted into heritage hotel should be prior to 1950.
C. The architectural features of any building of heritage value should be retained as far as possible. If need arises, any extension/improvement/renovation/change/maintenance in the building should be keeping with the original architectural features and in harmony with it.
D. The imminent surroundings of the heritage value building and especially, approaches to the heritage value properties should be in consonance with the architectural features of the heritage hotel.
E. The frontage of building, architectural style and general construction work should be completely indicative of local place's cultural specialties/traditions. The facilities available in the above hotel should be as clean as possible and of high class.
F. Heritage hotel should provide high class cuisine, food & beverage service and should give the flavour and taste of local traditions. The services available in hotel, facilities and immediate surroundings should be of high standard.

3. **Classification of heritage hotel:** As per the criteria laid down by the Ministry of Tourism, Government of India, on the basis of antiquity of construction and facilities available in the buildings of heritage value, the heritage hotels have been classified into three main categories:

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A. **Heritage Hotel:** Built prior to 1950, in which there should be a minimum of 5 rooms compulsorily.
B. **Heritage Classic:** Built prior to 1935, in which there should be a minimum of 15 rooms compulsorily.
C. **Heritage Grand:** Built prior to 1920, in which there should be a minimum of 25 rooms compulsorily.

4. <u>Package of special concessions and incentives for heritage hotel:</u>

Any place which has the potential of developing into a heritage tourism place or not, its examination, project proposal and regular monitoring will be done by The Districtlevel Committee constituted under the Chairmanship of the District Magistrate. However the approval for grant of subsidy will be through the State Level Committee (SLC).

A. **<u>Capital Investment Subsidy:</u>**

i. Amount equal to the capital funding of 25% of the capital cost of the project cost or INR 1.5 Crore, whichever is less, will be given by the Government of Uttar Pradesh, under the capital investment subsidy for the construction/expansion of heritage hotels. 120% amount of the loan obtained by a promoter from a nationalized bank for any project of construction/extension of heritage hotel, will be considered as the project cost.
ii. 25% of only that portion of this total project cost will be given by the state government as capital investment subsidy, expenditure of which is proposed to be under the capital head. The maximum limit of capital investment subsidy would be INR 1.5 Crore.

B. **<u>Interest Subsidy:</u>**

i. In the event of getting project appraisal from financial institutions licensed and approved by the Reserve Bank of India (RBI) and on taking loan from such institutions for

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construction of heritage hotels in the state, 5% interest subsidy would be given in favour of heritage hotel owner, for 5 years.

ii. The liability of interest subsidy would be permissible up to a maximum of 5 years period, from the date of approval of loan. The above interest subsidy would be permissible to a maximum of INR 5 Crore loan and admissible subsidy to a maximum of 25 Lakh, for 5 years.

Note: *Heritage hotels are entitled to avail, both the Capital Investment Subsidy and the Interest Subsidy.Protected monuments will not be considered under this policy*

C. **Energy Benefit:**

Heritage hotels can avail benefitunder 'The Uttar Pradesh Solar Power Policy 2017'.

D. **Exemption in Stamp Duty:**

If for establishing a heritage hotel, any building and its appurtenant land is purchased, then on such transfer deeds, 100% of the payable stamp duty will be exempted in the form of subsidy by the Department, provided the owner of the building and its appurtenant land is the same person.

E. **Land Use Conversion Charge:**

If in any development area, where land-use is demarcated, and old properties of heritage value are converted into heritage hotel, then the concerned Development Authority would give 100% waiver in conversion charges, terming such land-use of the converted property as 'Heritage Hotel'.

F. **Excise License Fee:**

For bar license in their premises, 100% waiver would be given in 'License Fee' for the first five years to the heritage hotels set up in the rural areas.

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G. **Road Link Route:**

The state government would give preference to the arrangement of better and encroachment free link roads to the heritage hotels. It will also be ascertained that the roads built by the Public Works Department (PWD) would be for public traffic and proposed roads should not be personal property.

H. **Publicity Broadcasting:**

The Department would do the publicity broadcasting of products and activities related to the heritage tourism, through mediums like the Department's tourism literature, website, etc.

I. **Single Window:**

i. A single-window will be adopted for heritage hotel and other tourist related projects and the Department would act as a nodal agency for help required for these projects from any government department, to facilitate ease in getting no-dues and approval for the tourism related projects.
ii. The Department would form a committee, which will tour from time to time to examine heritage units and will take action to address the difficulties before them and provide necessary cooperation.

5. Committees for Approvals of Heritage Hotels

A. Heritage zones will be earmarked and by-law will be prepared under the below mentioned Committee:-

S. No.	Designation / Department	Title
1	Principal Secretary/Secretary Tourism	Member
2.	Principal Secretary/Secretary Urban Development	Member

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3.	Principal Secretary/Secretary Housing	Member
4.	Principal Secretary/Secretary Culture	Member
5.	Director,Directorate of Archaeology	Member
6.	Director, Culture	Member
7.	Director, Museum	Member
8.	Chief Town Planner	Member
9.	Director General – Archaeological Survey of India, or a nominated representative	Member
10.	Director General – Tourism	Member Secretary

B. To convert heritage building into heritage hotel, approval and classification from a two tier Committee will be mandatory. The committee constituted will be:

S. No.	**Designation / Department**	**Title**
1	District Magistrate	Chairman
2.	Sub District Magistrate	Member
3.	Executive Engineer,PWD	Member
4.	Manager, UPSTDC	Member
5.	Director,Directorate of Archaeology	Member
6.	Regional Tourist Officer	Member Secretary

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CHAPTER 12 – GRANT/SANCTION OF INCENTIVES AND CONCESSIONS

1. Pre-requisites for Grant of Incentives

A. **Registration:** The eligible tourism units who wish to apply for the incentives and concessions shall be required to registerwith the Department of Tourism, Government of Uttar Pradesh and obtain a registration certificate from the Director General, Tourism, in either of the following cases:
   i. Before the start of construction of the unit;
   ii. Before the start of operations of the unit;
   iii. Within 6 months of the start of operations.

B. Subsidy on interest will be applicable for a maximum period of 5 years from the date of approval of loan.

C. It shall be mandatory to operate the beneficiary tourism units for the next three years.

D. If the tourism unit does not abide by these terms and conditions, then it will have to return the subsidy amount with a 15% simple interest to the state, otherwise it will be recovered as the land revenue.

E. The tourism units receiving incentives and concessions shall obtain No Objection Certificates (NOC), requisite approvals and adhere to the guidelines of the Department of Tourism. Failure to comply with these provisions shall lead to the cancellation of all incentives and subsidies.

F. The tourism unit will have to abide by the labour laws and minimum wages act as applicable.

G. All matters of dispute, interpretation, contention under this policy will be referred to the committee constituted under the Chairmanship of theInfrastructure & Industrial Development Commissioner (IIDC), Government of Uttar Pradesh, whose decision will be final and binding.

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2. State Level Committee (SLC) for Sanctioning Of Incentives

The State level Committee (SLC) for sanctioning of incentives shall be:

S. No.	Designation / Department	Title (SLC)
1.	IIDC – Infrastructure & Industrial Development Commissioner	Chairman
2.	Additional Chief Secretary/Principal Secretary, Infrastructure and Industrial Development, or a nominated Special Secretary	Member
3.	Additional Chief Secretary/Principal Secretary, Finance, or a nominated Special Secretary	Member
4.	Additional Chief Secretary/Principal Secretary, Culture, or a nominated Special Secretary	Member
5.	Additional Chief Secretary/Principal Secretary, Forest, or a nominated Special Secretary	Member
6.	Additional Chief Secretary/Principal Secretary, Revenue, or a nominated Special Secretary	Member
7.	Additional Chief Secretary/Principal Secretary, Tourism, or a nominated Special Secretary	Member Secretary

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CHAPTER 13–LAND BANK

1. In order to ensure prompt tourism development in the state through private sector participation, there is a need to create a land bank for Uttar Pradesh Tourism, to facilitate easy allotment of land to interested investors and developers.Land acquisition process would be carried out on a regular basis by identifying suitable locations to strengthen the land bank. Available land from various government departments, which is not in use will also be utilized for this purpose. The Department will form an SPV with the developers wherein, it will provide equity in the form of its available land bank.
2. Anempowered committee will be formed under the Chairmanship of the Chief Secretary – Government of Uttar Pradesh, for creation of such land bank. Following methods will be adopted to create land bank:

A. **Allocation of Government Land** – The government land of different departments (Irrigation and Revenue mainly) at potential locations, which is not under use, would be transferred to the Department. Municipal Bodies, Gram Panchayat, Industry Department and District Collectors would identify suitable land for the establishment of tourism units. Land so identified will be set apart and reserved for tourism units.
B. Existing Tourism Properties of Uttar Pradesh Tourism Department/UPSTDC.

3. The maximum and minimum land areas to be reserved for tourism units will be as under:

S. No	Category	Minimum Land Area	Maximum Land Area
1.	Budget Hotels and 1 to 3 Star Hotels	1,200 Sq. Mt.	Up to 5,000 Sq. Mt.
2.	4 Star Hotels	6,000 Sq. Mt.	Up to 15,000 Sq. Mt.
3.	5 Star & above	18,000 Sq. Mt.	Up to 50,000 Sq.

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	Hotels		Mt.
4.	Other Tourism Units	-	As per requirement and availability

4. Information of such land bank would be made available on the website of the concerned Local Body/District Collector/Revenue Department and on the Tourism Department's website.

Note: *Refer to Annexure II for the Procedure for Disposal of the Government Land Allotted to the Department of Tourism through Auction*

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CHAPTER 14–PROPOSED PROJECTS

The Department would undertake the projects through PPP (Public Private Partnership) mode.

1. Smart Ticketing System

A. Smart ticketing would form an ambitious project for the state government which will provide tourists, a seamless travel ticket to major tourist destinations, hotel stays, air and surface travel within the state.
B. Installation of smart ticketing system will provide a single card for easy facilitation of tourist related transactions across the state. Through this ticketing system, special discounts will be provided to the youth (Under 25 years) and senior citizens.

2. Sound and Light Show/Laser Show Project

A. The Department will start sound and light show/Laser Show at multiple tourist destinations across the state on the lines of Kalakriti, Agra.
B. Suggested locations are Gorakhpur, Hastinapur, Kapilvastu, Kushinagar, Shravasti, Varanasi Ghats, Allahabad, Lucknow, Agra, Faizabad, Ayodhya, Sarnath, Mathura, Kaushambi, Chitrakoot, Naimisharanya and Kampilya/Sankisa.

3. City Centre Observatory

A. A Giant Ferris wheel, such as the London Eye, is a form of observation structure. It's developed on a concept of a city-cantered, ever-turning wheel offering a unique bird's-eye view of the entire city. London Eye is now the No. 1 paid for tourist attraction in London.
B. The Department will plan a similar project at one of the most significant tourist locations such as Lucknow, Varanasi or Allahabad on any of the river banks overlooking the city.

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4. Digital Museum

A. The Department will develop a state of the art digital museums in Uttar Pradesh, most ahead in technological advances and use them to promote the culture, heritage and the dying art and craft of the state.
B. A world class digital museum based on Ramayana is already proposed in Ayodhya and Allahabad.

5. Ropeway Project

A. The Department will plan ropeway projects in Uttar Pradesh at feasible location near major tourist spots, and such project will be opened to private sector for investments. A project is proposed at Triveni Sangam Allahabad.
B. Probable sites for new ropeway project are Bundelkhand, Vindhya Region and Sonbhadra.

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CHAPTER 15–BED & BREAKFAST SCHEME

1. Introduction

A. The Indian tourism industry has emerged as one of the key drivers of growth among the services sector in India. It is a sun rise industry, an employment generator, a significant source of foreign exchange for the country and an economic activity that helps local and hosts communities. Uttar Pradesh, which is the 4th largest state in the country, is one of the most favoured tourism destinations, both in India and the world. In 2015, the state ranked 2nd and 3rd in terms of domestic and foreign tourists, respectively. Approximately 211.7 Million domestic and 3.1 Million foreign tourists visited the state in 2016.

B. Recently, UNESCO recognized 'Kumbh Mela' as India's 'Intangible Cultural Heritage of Humanity'. Kumbh Mela is considered as the world's largest congregation of religious pilgrims. Mahakumbh 2013 witnessed a total of 78.66 987 Million tourist arrivals in the state.

C. For the upcoming Allahabad Kumbh 2019, millions of tourist are expected to arrive in the state. To meet the growing demand of quality accommodation at affordable price, it is imperative to develop accommodation, in and around Allahabad, Ayodhya, The Buddhist Circuit and other surrounding places, within the state.

D. In view of this, the Department of Tourism, Government of Uttar Pradesh, through this scheme, will encourage Bed & Breakfast operators to develop more accommodations, ensuring visitor experience. The B&B scheme is conceptualized under the Incredible India 'Atithi Devo Bhava', with the aim of providing comfortable homestay facilities with standardized world class services to the tourists.

Note:

- *Bed & Breakfast scheme is applicable to Ashrams also. Detailed & specific instructions will be issued later by the Department of Tourism.*

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- *The Department will invest INR 1.5 Crore in Ashrams to improve the lodging facilities.The Department would do the publicity of Ashrams.*
- *Refer Annexure III for related forms and schedules.*

2. Title Extension and Commencement

A. This scheme may be called Bed & Breakfast Scheme.
B. It shall be applicable in the entire State of Uttar Pradesh.
C. This scheme will come into force immediately.
D. This scheme is not applicable to Resort,Hotel,Motel and Guesthouse.

3. Conditions of Registration and Classification

The accommodation of the residential premises to be registered under this scheme as a Bed & Breakfast (B&B) Establishment shall confirm to the following conditions:

A. The residential premises are purely residential units and the owner is physically residing therein along with his or her family;
B. The owner shall let out not less than one room and not more than six rooms (Double Beds)to paying guests, consisting of twelve beds in all;
C. The bedroom has adequate numbers of bathrooms and adequate arrangement for water, power supply, proper ventilation, lighting, suitable furniture, sanitation and other facilities;
D. The premises are in a good state of maintenance and have the required standards of hygiene, cleanliness and safety, including fire safety;
E. The premises should be located in an area easily accessible;
F. The premises should be good residential properties in good locations, where tourists can comfortably stay;
G. There should be a provision of parking facility at the premises;
H. The premises have been considered by a classification committee for registration as an establishment as Silver or Gold category; and

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I. Any other condition which the Department, may impose, from time to time shall be applicable.

4. Registration Process

A. Under this scheme, the home owners intending to use their residential premises as a B&Bestablishment, for providing accommodation to tourists on payment for boarding and lodging, shall apply through'Form A' for the registration of the establishment and, through 'Form D' for the renewal, to the regional office.

B. On receipt of the application under Clause 1 above, the content of the application will be scrutinized. The presence of facilities and services will be evaluated against the enclosed checklist. The checklist will have to be duly filled and signed on all pages, and submitted along with the application. On satisfactory receipt of all the required documents, an inspection visit will be arranged by the classification committee.

C. The inspection team will submit their inspection report to the Directorate of Tourism. A letter confirming eligibility will be issued by the Director General – Tourism, to the B&B establishment owners, who qualify the screening stage. Only when the registration certificate has been received, may the B&B establishmentowners commence the business operations.

D. Police Verification Certificate of the B&B establishment is required and the certificate template is enclosed as'Form B'.

E. The Directorate of Tourism reserves the right to accept or reject any application.

F. Any person aggrieved with the recommendation of the classification committee may appeal before the Director General – Tourism, within thirty days and the decision of Director General – Tourism, shall be final.

5. Registration Fee

The registration fee for the following scales is:

S. No	Category	Registration Fee(In INR)
1	Silver	1000/-
2	Gold	2000/-

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Registration fee shall be paid in form of a banker's cheque or demand draft, issued by any scheduled bank,payable to 'Director General – Tourism, Government of Uttar Pradesh'.

6. Classification Committee

There shall be a classification committee constituted for recommending classification of the B&B establishment, as below:

District Magistrate/Representative	Chairman
Superintendent of Police/Representative	Member
Vice Chairman, Development Authority/Representative	Member
Representative of the Municipal Authority	Member
Regional Tourist Officer	Member Secretary

In the Noida and Greater Noida region, the CEO of the authority will be the chairman of the classification committee.The committee shall classify the B&B establishment under Silver or Gold category, depending upon the amenities available there in.

7. Category Of Establishments

Basis the checklist given in 'Schedule A', the classification committee shall give its recommendation for the categorization of the B&B establishment as Silver or Gold.

8. Issuance of Certificate of Registration

Whenever any B&B establishment is approved by the Director General – Tourism for registration under this scheme, he shall issue a certificate as enclosed in 'Form C'. The certificate shall be issued for a period of two years in the first instance and shall be renewed thereafter, for every two years, on payment of fee laid down in this scheme.

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9. Cancellation of Registration

A. It is compulsory for the registered properties to maintain the high standards set under the B&Bscheme. The registered properties can be subjected to surprise audits. The registration can be cancelled in case of poor maintenance or complaints from tourists regarding bad behavior.
B. If any criminal record is found against the owner of the property, the registration can be cancelled.
C. If it is found that the property owner is not following the set rules and regulations, he/she would be given a chance for explanation. However, if the reasoning is not found to be sound, the Director General – Tourism can initiate the required procedure for cancellation of registration on the recommendations of the relevant Regional Tourist Officer.
D. If the property owner makes certain changes to the services provided under the B&Bscheme, the owner should inform the relevant Regional Tourist Officer regarding the same within 30 days, or the registration can be cancelled.

10. Rules for the Owner of the Property

A. The property owner will not install a reception desk in the B&B establishment. The B&B establishment should be maintained as a proper homestay.
B. The property owner cannot run or provide any commercial services from the B&B premises, such as travel packages, travel agency, transport services, sale of handicrafts or any other commercial activity.
C. The property owner cannot provide any such services that might cause discomfort to the nearby residents/neighbours or lead to breach of their privacy or any other rights.
D. Publishing of fake information regarding the property.
E. No involvement in any kind of brokerage.
F. Property owner needs to provide immediate Information to the local police station about the staying of tourists.

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G. The property owner should maintain the register for proper records of the tourists.

11. Responsibility of Tourist

A. Tourists needs to fill full information in the register of the property owner.
B. No involvement in any kind of activities which will affect the administrative/social/communal camaraderie. At the same time, behaviour should be best and must not hamper the residential activities of the property owner, as well as the neighbours.
C. No separate kitchen to be operated.
D. It is a responsibility of the tourists to pay for the damage caused to the property, whether intentionally or unintentionally.
E. He must provide utmost help to the property owner in keeping the premises neat and clean.

12. Power to Inspect

A. Regional Tourist Officer , may, either himself/herself or by authorizing any officers or staff subordinate to him on this behalf, inspect, at all reasonable times, the premises of the establishment registered under this scheme. Any deficiencies pointed out by the Regional Tourist Officer, shall be rectified by the unit. If deficiencies are not rectified, the Regional Tourist Officer shall give notice to rectify deficiencies within 30 days from the date on which notice is received by the B&B establishment owner. If deficiencies are still are not rectified, the Director General – Tourism shall cancel the sanctioned registration and classification of the said unit.
B. The unit may file an appeal with the Director General – Tourism within 30 days from the date of order or letter of Regional Tourist Officer received by the unit.

13. Other Provisions

A. The B&B establishment shall have to necessarily display charges of room and the cost of dinner, lunch & breakfast. The type of

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breakfast to be offered will have to be specified, the charges will have to be displayed and the visitors will have to be informed in advance.

B. The registration will be finalized within 30 days of the recommendation received bythe Director General – Tourism, given that the application is complete in all respects.

Note:*B&B establishments shall follow prevailing rules and regulations of the Government of Uttar Pradesh.*

14. Benefits under the Bed & Breakfast Scheme

A. There will a single window for fast track and time bound approvals for the B&B establishments applying.
B. To encourage development of B&Bestablishment faster, the Department may appoint B&B aggregators to lead this initiative.
C. B&Bestablishment to remain under residential/non-commercial category.
D. Domestic rates for electricity would be charged to the registered B&B establishments.
E. Domestic rates for water tax would be charged to the registered B&B establishments.
F. B&B aggregators will be employed to train the B&B operators, by creating the SOPs and conducting safety and security audits.
G. Marketing support through listings on the Department's website, journals, publications, mobile application, etc.
H. The Department will support the B&B establishments by placing directional signage along the highways and major tourist spots.

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CHAPTER 16–IMPLEMENTATION OF THE TOURISM POLICY

1. **The State Level Tourism Development Council** has been constituted as per the GO No. 623/41-2014-25 Sa/14, Dated 04-03-2014. This council will provide its recommendations regarding tourism related problems, activities, development works and will resolve local problems through mutual cooperation. The state-level and central-level issues will be sent for consideration to the state-level council. The Department will ensure the implementation of the recommendations of the State Level Tourism Development Council. For this purpose, the Department will set up a PMU to undertake effective monitoring of the activities and implementation of the policy.

2. **Tourism Advisory Board:** The government has proposed constitution of a 'Tourism Advisory Board', with top officials of key departments and leading names from the private sector as members to help take steps required to make Uttar Pradesh the most preferred tourism destination. All associations engaged in promotion of tourism in the state are suggested to be a part of the advisory board.

   The Board will act as a 'Think Tank' and advice the government on policy matters relating to tourism promotion in the state. The Board can think of innovative and out-of-the-box ideas to make the state a tourism hub with world class facilities and recreations.

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CHAPTER 17 - INVESTOR FACILITATION

The Directorate of Tourism shall function as the nodal agency for all actions under this policy. For Investment Promotion in Tourism, Directorate of Tourism shall work in coordination with Udyog Bandhu.

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CHAPTER 18–ANNEXURES

Annexure I: UPSTDC Properties Indicative list of Uttar Pradesh State Tourism Development Corporation (UPSTDC) properties available for lease are:

S. No.	Name of the Property	District
1.	Rahi Gokul Restaurant	Mathura
2.	Rahi Tourist Bungalow Barsana	Mathura
3.	Rahi Tourist Bungalow Gokul Gaon	Mathura
4.	Tourist Complex Nagla Chandrabhan	Mathura
5.	Rahi Tourist Bungalow Hargaon	Sitapur
6.	Rahi Tourist Bungalow Namisharanya	Sitapur
7.	Rahi Tourist Bungalow Sandi Jheel	Hardoi
8.	Rahi Tourist Bungalow Devkali	Auraiya
9.	Rahi Tourist Bungalow Kachhla	Badaun
10.	Rahi Tourist Bungalow Narora	Bulandshahr
11.	Rahi Tourist Bungalow Soron	Etah
12.	Rahi Tourist Bungalow Patna Panchhi Vihar	Etah
13.	Rahi Tourist Bungalow Bharthari	Aligarh
14.	Wayside amenities Kandhla	Muzzafarnagar
15.	Rahi Tourist Bungalow Khurja	Bulandshahr
16.	Rahi Tourist Bungalow Sardhana	Meerut
17.	Rahi Tourist Bungalow Sonauli	Maharajganj
18.	Rahi Tourist Bungalow Navgarh	Siddharthnagar
19.	Modern Reception Centre (Excluding the ground floor)	Gorakhpur
20.	Rahi Tourist Bungalow Bhupia Mau	Pratapgarh
21.	Rahi Tourist Bungalow Munshiganj	Amethi
22.	Rahi Tourist Bungalow Dewa Sharif	Barabanki
23.	Rahi Tourist Bungalow Shikohabad	Firozabad
24.	Rahi Tourist Bungalow Bateshwar	Agra
25.	Rahi Tourist Bungalow Sumer Singh Quila	Etawah
26.	Rahi Tourist Bungalow Chunar	Mirzapur

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27.	Rahi Tourist Bungalow Bhadohi	Sant Ravidas Nagar
28.	Rahi Tourist Bungalow Gopiganj	Sant Ravidas Nagar
29.	Rahi Yatri Niwas Bithoor	Kanpur
30.	Rahi Tourist Bungalow Sankisa	Farrukhabad
31.	Rahi Tourist Bungalow Khaga	Fatehpur
32.	Rahi Tourist Bungalow Deogarh	Lalitpur

Annexure II: Procedure for Disposal of the Government Land Allotted to the Department of Tourism through Auction

Disposal of land/heritage assets situated in Nazul/Non Nazul/Rural area allotted to the Tourism Department for fulfilment of objectives mentioned in the tourism policy and for tourism development, shall be made through auction, however the revenue earned through the auction will be returned to the original/parent department from which the land parcel was procured, Directorate will be entitled to only 15% of the auction value earned. All auction will be passed through Cabinet. The procedure of procurement is listed below:

1. For fulfilment of objectives mentioned in the tourism policy in state, and for tourism development, competent authority shall allot and transfer free of cost government land/heritage assets to Tourism Department.

    1.1. For disposal of such allotted and transferred land and heritage assets, Directorate of Tourism (that shall be called Directorate hereon), shall be the Process Manager. Directorate as a Process Manager shall perform activities such as selection of commercial consultants, preparation of detailed project report, inviting Expression of Interest, conduct of auction in transparent manner, etc.

    1.2. Process Manager shall prepare documents such as Request for Proposal (RFP), Expression of Interest also as per need. Directorate shall discharge the above responsibilities in the following manner:

        1.2.1.1. Directorate is authorised for identification, demarcation of transferred land/heritage properties to Tourism Department and to prepare requisite documents in this

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regard. The Directorate shall obtain desired information from the District Collector to prepare such documents.

1.2.1.2. After confirmation of ownership entry in revenue record for transferred land in favour of tourism department, Directorate shall prepare information regarding demarcation, land use, possession etc. and shall submit requisite report to tourism department for administrative approval for disposal of the land.

1.2.1.3. Directorate shall select commercial consultant as per the need and with the help of the Consultant Directorate shall prepare detailed Project Report, Tender document and conditions, Invitation for Expression of Interest etc. for development of tourism related activities/projects on the said land.

1.2.1.4. In documents prepared as above, if required Directorate can also recommend the activities which must be carried out by the successful bidder within a year from the date of getting possession of land. Required permissions, no objections etc. have tobe obtained by the Investor for implementation of the Project.

1.3.Reserve price, premium and Lease Rent:

1.3.1.1. Reserve price shall be calculated as INR 20 Lakh per hectare for areas within the municipal limits and plan areas.

1.3.1.2. For disposal of buildings of Heritage importance and appurtenant land, reserve price shall be INR 1 Lakh. Identification and selection of heritage building and appurtenant land for disposal shall be decided by the Empowered Committee under the Chairmanship of Chief Secretary constituted under this Policy.

1.3.1.3. Excluding land referred to in clause 1.3.1.1, calculation of reserve price for land in remaining other places shall be INR 10 Lakh per hectare.

1.3.1.4. Lease rent for said land shall be 1% annually of accepted premium for allotment.

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1.3.1.5. Lease rent on land, between the date of execution of lease deed and first 31st March there on shall be payable as first annual lease rent. Subsequently, for coming financial year, from 1st April Lease rent shall be payable for full financial year

2. On obtaining permission from Tourism Department for the disposal of said land/heritage assets, Director General of the Directorate shall advertise notice inviting Expression of Interest/Tender. Time period for submission of proposal towards Expression of Interest/Tender shall be minimum 30 days. This process shall be carried out as given below:

2.1. Notice Inviting tender/Expression of Interest/auction of heritage properties shall be published as per need in State/National level newspaper by the Directorate. For the sake of wide publicity publication of notice may be repeated. With other reliable methods it shall be extensively publicized that land is to be offered through auction only. Notice should go in public domain through website of the Directorate too. Tender notice will be issued in prescribed format. DG – Directorate may make necessary changes as per need and suitability of project.

2.2. Scrutiny of Tenders/Proposals received:

2.2.1.1. Scrutiny of technical eligibility of proposals received under Expression of Interest or Inviting tender shall be carried out by the Scrutiny Committee constituted as below:

Committee Members
Director General, Directorate of Tourism
Managing Director, UttarPradesh State Tourism Development Corporation
Joint Director, Directorate of Tourism
Finance Controller, Directorate of Tourism
Chartered Accountant of the UPSTDC
Commercial Consultant (if any)

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2.2.1.2. After evaluating the technical bid, financial evaluation of eligible tenderers' financial bid shall be carried out by the Committee as constituted below:

Committee Members	**Title**
Director General Tourism	Chairman
Managing Director,Uttar Pradesh State Tourism Development Corporation	Member
Finance Controller, Directorate of Tourism	Member
Accounts Officer, Office of Tourism Commissioner	Member
Chartered Accountant of the UPSTDC	Member
Commercial Consultant (if any)	Member
Joint Director, Directorate of Tourism	Member Secretary

2.3. To scrutinize the proposals obtained on the basis of Expression of Interest (EOI), the Committee mentioned above shall determine the yardstick for pre-condition/ eligibility criterion, after having sought opinion of commercial consultant (if needed) specially appointed for this project. On the basis of such yardstick, proposal obtained againstExpression of Interest shall be scrutinized and calling of financial bid from among the eligible participants, shall be initiated. To eligible applicants after the scrutiny, request for proposal document shall be sent.Proposals shall be obtained from these eligible applicants under limited competition among them.

2.4. Financial proposals obtained through EOI or Invitation of open tender shall be analysed by the "Evaluation Committee" said above, and shall submit the financial proposal under consideration with their recommendation to administrative department for decision.

2.5. Tourism Department shall within 45 days from the receipt of the financial proposal of "Evaluation Committee", take the decision to approve or disapprove the financial proposal, and communicate to Directorate the decision. If the decision is not made within 45 days, highest bidder shall have the right to quit the tender and take back his earnest money.

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2.6. After receiving the administrative approval for the financial proposal, earnest money of other bidders except the highest bidder shall be refunded immediately.

2.7. After getting the intimation about sanction of the proposal by the State, Directorate shall inform the successful bidder. Highest bidder shall have to deposit the payable amount after adjusting the earnest money within 90 days from the date of receipt of intimation. In case of non-payment within 90 days, an extension of 3 months with interest @ 12% may be given in the interest of justice.

2.8. If remaining amount is not deposited within stipulated time, a special permission for 1 month on justified reasons as a last chance may be given to deposit the amount. If the amount is not deposited in this extended time limit, allotment shall be cancelled with forfeiture of earnest money and land shall be re-auctioned. In such event, such bidder shall not be allowed to bid in re-auction as an individual, in partnership or in consortium.

2.9. For identified Government land/land on which assets are created and are transferred or would be transferred, final decision to lease out for 90/30 year or to develop through development agreement shall be taken by the department.

2.10. Tender amount and annual lease rent receivable against the leased land shall be retained separately by the Directorate in the head "Disposal of Government land and Infrastructure Development". Directorate may spend this money for survey of land, transfer, power / water supply, Road/ area planning, area development, security of assets and other infrastructural development as per guidelines issued by the Tourism Department.

2.11. From successful bidders, performance bank guarantee equivalent to 10% of project cost shall be obtained and shall be returned, after successful operation of project for 3 years.

2.12. After the deposit of all receivables, lease deed in favour of highest bidder shall be executed which shall be registered under Indian Stamp Act at bidder's cost within 90 days. On submission of certified true copy of the deed, Directorate shall handover the possession of land to successful bidder.

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2.13. State Government holds right to approve or disapprove any proposal without assigning any reason. In this regard decision of State Government shall be final and binding on all bidders.

2.14. Directorate shall specifically mention in Expression of Interest/tender document the period for completion of the project. Within a year from the date of possession, successful bidder has to start the work after obtaining mandatory required permissions / no objections. In case of non-completion of project in stipulated time, considering the effective steps taken and justified reason, an extension of one year may be granted for two times on submission of the application by the bidder. On non-completion of work even after expiry of such extended time period, lease deed may cancelled along with forfeiture of all deposited amount and bank guarantee may be revoked.

2.15. To execute lease deed, Director General, Directorate of Tourism shall be authorized as representative of Tourism Department.

2.16. In general, tender earnest money shall be equivalent to 10% of the reserve price subject to maximum of Rs.20 lac. Director General is authorized to determine the earnest money in special cases.

2.17. For amendment in lease deed under prevailing policy, Empowered Committee constituted under the Chairmanship of Chief Secretary is authorized.

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ANNEXURE III: Forms & Schedules related to the Bed & Breakfast Scheme

FORM A

Application form for the registration of the Bed & Breakfast Establishment

1.	Name of the B&B establishment	
2.	Category(Silver/Gold)	
3.	Name of the person authorized to manage the B&B establishment	
4.	Complete postal address of the B&B establishment	
5.	Distance from (in KM)	• Airport: • Railway Station: • City Center: • Nearest Shopping Center: • Nearest bus stand/scheduled city bus stand:
6.	Details of the B&B establishment	
	Whether owned or leased premises (Enclosed proof of ownership or lease deed, in case of lease)	
	Width of the road on which the B&B establishment is located	
	Details of the parking area available in the B&B establishment or itsvicinity	
	Plot area (Sq. Mt.)	
	Covered area (Sq. Mt.)	
	Number of rooms in the B&B establishment	• Single bed & size of each room: • Double bed & size of each room:
	Number of rooms (Attached with bathrooms and W.C.)	

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	offered for use under the scheme	
	Common area (Sq. Mt.)	• Lobby/Lounge: • Dining space:
	Additional facilities, if any	
	Eco-friendly facilities, if any	
	Firefighting equipment/hydrants, if any	
7.	Types of food to be provided	
8.	Room tariff (INR)	• Single: • Double:
9.	Details of the registration fee	• Banker's cheque or demand draft number: • Date:
10.	Details of enclosures with the application	
11.	Particulars of the owner or authorized person residing in the B&B establishment (Age, profession, family members with their relationship and brief note on the background of the B&B owner or representative)	

(Attach checklist of facilities available in the B&B establishment per Schedule A)

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FORM B

Police Verification

This is to certify that Mr/Ms/Mrs ……
……
……,
son/wife/daughterof……,
residingat……
……
…… since……., and applying for the registration of Bed and Breakfast Establishment under the 'Bed & Breakfast Scheme, bears a good reputation and there is no adverse remarks and entries made against him or her or any members of the family at this police station.

Signature
(Police inspector of the concerned police station)

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FORM C

Certificate of Registration

It is certified that Bed & Breakfast Establishment (Name) …… …… owned by Mr/Ms/Mrs …… is registered for (Number)…… rooms for the Gold or Silver category under the Bed & Breakfast Scheme.

This certificate is issued on …… and shall remain valid till ……

Director General – Tourism
Government of Uttar Pradesh

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FORM D

Application for the renewal of the certificate of registration of the Bed & Breakfast Establishment

Date:

To,
Director General
Department of Tourism
Government of Uttar Pradesh
Paryatan Bhawan, Gomti Nagar
Lucknow

Sir,

I hereby apply for the renewal of the certificate of registration of Bed & Breakfast Establishment under the Bed & Breakfast Scheme. Details below:

1. Name of the B&B establishment, with complete address:

2. Date of registration (Enclose copy of certificate of registration):

As the period of validity of the registration certificate is expiring on ……, I request that the said certificate may be renewed for a period of two years, per the term and conditions laid down under the Bed & Breakfast Scheme. [Checklist of the approved existing accommodation and facilitation is enclosed as per schedule of the said scheme].

Enclose herewith the banker's cheque or demand draft number …… dated ……For INR …… payable to Director General – Tourism, Government of Uttar Pradesh, as the renewal fee.

Signature
(Owner of the B&B Establishment)

Place:

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FORMAT FOR UNDERTAKING

Date:

To,
Director General
Department of Tourism
Government of Uttar Pradesh
Paryatan Bhawan, Gomti Nagar
Lucknow

I have read and understood all the terms and conditions mentioned in the Bed & Breakfast Scheme, with respect to the approval and registration or renewal of the Bed & Breakfast Establishment, and hereby agree to abide by me. The information and documents provided are correct and authentic to the best of my knowledge.

……

Name and signature of the B&B Establishment owner

Place:

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SCHEDULE A

Checklist for the approval of registration or renewal of the Bed & Breakfast Establishment

S. No.	Subject / Facility	Silver Category	Gold Category	Certification by the B&B Establishment regarding the facilities (Yes / No)	Observation of the classification committee
1.	Well maintained and well equipped house with quality carpets/area/rugs/tiles or marble flooring, furniture, fitting, etc. in keeping with traditional life style	D	M		
2.	Sufficient parking with adequate road width	D	M		
3.	Guest Rooms: Minimum one lettable room and maximum 6 rooms (12 bed). All rooms should be clean, airy, pest free, without dampness & with outside window or ventilation	M	M		
4.	Minimum floor area Sq. Ft. for each room	60	120		
5.	Comfortable bed with good quality linen & bedding preferably of Indian design	M	M		
6.	Attached private	D	M		

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	bathrooms with every rooms along with toiletries				
7.	Minimum size of each bathroom in Sq. ft.	20	40		
8.	W.C. toilet to have a seat & lid and toilet paper	D	M		
9.	24 hours running hot water & cold water with proper sewerage connections	D	M		
10.	Water saving taps and showers	D	D		
11.	Well maintained smoke free, clean, hygienic, pest free kitchen	D	M		
12.	Dining area	D	M		
13.	Good quality cutlery and crockery	M	M		
14.	Air-conditioning and heating depending on the climatic conditions with room temperature	-	M		
15.	Iron with iron board, on request	D	M		
16.	Internet connection	D	M		
17.	15 amp earthed power socket in the guest room	M	M		
18.	Telephone with extension facility in the room	D	M		
19.	Wardrobe with at least 4 clothes hangers in the guest room		M		
20.	Shelves or drawers in the guest room	D	M		

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21.	Complimentary aqua guard or RO or mineral water	M	M		
22.	Good quality chairs, working tables and other necessary furniture	D	M		
23.	Washing machines and drycleaners in the house with arrangement for laundry and dry cleaning services	D	M		
24.	Refrigerator in the room	D	M		
25.	A lounge or seating arrangement in the lobby area	D	M		
25.	Heating and cooling to be provided in enclosed public area	D	M		
27.	Garbage disposal facilities as per the municipal laws	M	M		
28.	Acceptance of cash or banker's cheque or demand draft	M	M		
29.	Name, address and telephone number of doctors (to be deployed)	M	M		
30.	Left luggage facilities	M	M		
31.	Assistance with luggage on request	D	M		
32.	Safe keeping facilities in the room	D	M		
33.	Smoke and heat detector in the establishment	D	D		
34.	Security guard facilities	D	M		
35.	Maintenance of	M	M		

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	register for guest check-in and checkout records, including passport details in case of foreign tourist/in case of application for renewal				

*M – Mandatory
*D – Desirable

Note: *The grading in the various categories will depend on the quality of accommodation, facilities and services created or provided. The same can be relaxed as also by the committee based on the local requirements.*

VERIFICATION

I ……. son/wife/daughter of Mr/Ms/Mrs …….. do hereby verify that the information provided above is true to the best of my knowledge and the documents are authentic.

(Signature of the B&B Establishment owner)

Place:

Date:

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REGIONAL TOURIST OFFICES

S.No	Name of the Office	Contact Number
1.	Regional Tourist Office, 64, Taj Road, Agra	0562-2226431
2.	Regional Tourist Office, Hotel Ilavart Rahi, 35, MG Marg, Civil Lines, Allahabad	0532-2408873
3.	Regional Tourist Office, Saanskratik Sankul, Chaukagat, Varanasi	0542-2505033
4.	Regional Tourist Office, Hotel Virangna, Jhansi	0510-2441267
5.	Regional Tourist Office, Tourist Bungalow Campus, 2 Civil Lines, Bareilly	0581-2511858
6.	Regional Tourist Office, Park Road, Civil Lines, Gorakhpur	0551-2335450
7.	Regional Tourist Office, C-13, Vipin Khand, Gomti Nagar, Lucknow, Uttar Pradesh	0522-2304870
8.	25/51, Birhana Road, Kanpur	-
9.	Regional Tourist Office, 3rd Floor, D Building, M.D.A. Building, Meerut	0121-2656164
10.	Regional Tourist Office, Tourist Bungalow Campus, Chitrakoot	-
11.	Near Tourist Bungalow (Pathik Niwas), Kushinagar	05564-273045
12.	Junction Station Road, Mathura	0565-2505351
13.	Hotel Janhavi Campus, Mirzapur	05442-263494
14.	Hotel Mrigadava Campus, Sarnath	0542-2595965
15.	Tourist Bungalow Campus,Behind Bus Station, Siddharthnagar	-
16.	Hotel Niranjana Campus-B, Sonouli	05522-238201

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